

# graphic standards for GSA sub-branded offerings

GSA Marketing Council

## Brand mark guidelines:

The sub-brand graphics are derived from the corporate graphic standards, and are a logical extension of them.

Proportions of the Star Mark must never be altered.

Sub-brand name, tagline and URL positioning in relation to the Star Mark must be followed at all times.

Placement of the Star Mark must be consistent by channel.

For government-facing sub-brands and sub-brands with two audience groups, the Star Mark is positioned on the upper left

Brand marks must always appear on a white background.

The sub-brand name always appears to the right of the Star Mark. Longer sub-brand names must be broken across two lines to maintain the visual proportions of the mark.

Font and case guidelines must be followed at all times.

# graphic guidelines

## Internet guidelines:

The sub-brand mark will appear at the top left of every GSA web page and should be presented on a white horizontal band spanning the full width of the editorial page.

Minimum sizing and clearance requirements, as well as, web-based color specifications for the sub-brand mark must be observed.

A horizontal bar of solid color appears above the sub-brand mark at the top of the page, separating the page from the browser window frame.

A second horizontal bar of solid color appears directly below the white horizontal band containing the sub-brand mark. This bar will be used for consistent positioning of navigation items across all GSA web pages.

The global navigation of each sub-branded website must present a link to [gsa.gov](http://gsa.gov). This strategy further reinforces the pre-eminence of GSA while it provides a consistency across all the sub-branded websites.

Whenever feasible, GSA sub-brands should be represented graphically. Sub-brand marks can link directly to their sites.

Exception: On the [www.gsa.gov](http://www.gsa.gov) homepage, sub-brands must be represented as text links, not as graphics.



**U.S. General Services Administration**



**GSA Service, Staff Office, or Region Name**



Sub-branded Offering

brand architecture



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logo standards



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[www.subbrandedofferingthree.gov](http://www.subbrandedofferingthree.gov)

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the US government  
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**Individual's Name**

Title (optional)  
GSA Advantage!

**U.S. General Services  
Administration**

Street Address and Room  
City, State ZIP  
Telephone 000.000.0000  
Fax 000.000.0000  
Cellular 000.000.0000  
email.address@gsa.gov



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Street Address and Room  
City, State ZIP  
Telephone 000.000.0000  
Fax 000.000.0000  
Cellular 000.000.0000  
email.address@gsa.gov

**Individual's Name**

Title (optional)  
GSA Advantage!

letterhead & business cards

mobile office



all in one place



poster & cover





Advantage!

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internet

*a service of*



For **existing citizen-facing sub-brands**, the Star Mark must be accompanied by “A service of” and must be used in addition to the existing sub-brand mark. This signature clearly identifies the initiative as a GSA project, yet gives some separation in the parent brand/sub-brand relationship as is appropriate to citizen-facing sub-brands.

This is the only case when the Star Mark will not appear on the upper left. Guidelines must be followed for positioning and sizing of both the Star Mark signature and the current sub-brand mark.

existing citizen-facing sub-brands

Existing citizen-facing sub-brand

Existing citizen-facing sub-brand

**Individual's Name**  
Title (optional)  
Sub-brand

Street Address and Room  
City, State ZIP  
Telephone 000.000.0000  
Fax 000.000.0000  
Cellular 000.000.0000  
email.address@gsa.gov

*a service of*



*a service of*



Existing citizen-facing sub-brand

**Individual's Name**  
Title (optional)  
Sub-brand

Street Address and Room  
City, State ZIP  
Telephone 000.000.0000  
Fax 000.000.0000  
Cellular 000.000.0000  
email.address@gsa.gov

*a service of*



# letterhead & business cards

Existing citizen-facing sub-brand



building pride



Existing citizen-facing sub-brand



growing our community



poster & cover

existing citizen facing sub-brands

Existing citizen-facing sub-brand

